

## Message Text

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ACTION EB-07

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INR-07 NSAE-00 USIA-15 TRSE-00 XMB-04 OPIC-06 SP-02

CIEP-02 LAB-04 SIL-01 OMB-01 DODE-00 PM-04 H-02 L-03

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FM AMCONSUL QUEBEC

TO SECSTATE WASHDC 516

INFO AMCONSUL MONTREAL

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TAGS: BGEN, PINT, CA

SUBJ: QUEBEC ISSUES LONG-AWAITED PROJECTED LANGUAGE  
REGULATIONS FOR LABELLING AND PUBLIC SIGNS

REF: OTTAWA 2388, STATE 141901

### 1. SUMMARY:

SOLICITOR-GENERAL FERNAND LALONDE ANNOUNCED AUGUST 19 QUEBEC'S PROPOSED REGULATIONS FOR PUBLIC SIGNS, ADVERTISING, AND LABELLING. BRIEFLY, THEY STATE THAT THESE PUBLIC NOTICES MUST BE IN FRENCH. ANOTHER LANGUAGE MAY BE USED AS WELL AS LONG AS FRENCH HAS AT LEAST EQUAL PROMINENCE. PROPOSALS CONTAIN VARIOUS EFFECTIVE DATES AND PROVIDE FOR MANY EXCEPTIONS (COPIES WILL BE POUCHED). LALONDE SAID THAT THE REGULATIONS WILL HELP INSURE THAT ABILITY TO COMMUNICATE IN QUEBEC'S OFFICIAL LANGUAGE WILL BECOME A OPEN "NECESSITY" FOR ANY PERSON WISHING TO LIVE HERE. PROPOSALS WILL BE ENACTED AFTER THE REQUIRED 90 DAY DELAY. END SUMMARY.

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2. QUEBEC'S PROPOSALS FOR REGULATIONS ON THE ENFORCEMENT OF ARTICLE 34 AND 35 OF BILL 22 WERE ISSUED AUGUST 19, OVER A YEAR AFTER THE BILL PASSED ON JULY 31, 1974. THE DELAY WAS APPARENTLY CAUSED BY BUREAUCRATIC SQUABBLES OVER WORDING AND INTENT AND BY SEVERAL PROBLEMS IN NAMING PERSONNEL TO THE FRENCH LANGUAGE BOARD CREATED BY BILL 22. BRIEFLY, THE PROPOSED REGULATIONS STATE THAT ALL COMMERCIAL SIGNS, PUBLIC ANNOUNCEMENTS, PRODUCT LABELS, AND PRODUCT INFORMATION MUST BE IN FRENCH OR IN FRENCH AND A SECOND LANGUAGE AS LONG AS THE FRENCH TEXT RECEIVES EQUAL OR GREATER PROMINANCE THAN THE SECOND LANGUAGE.

3. LABELLING IS DEFINED AS ALL PACKAGING IN WHICH PRODUCT IS CONTAINED OR WRAPPED AS WELL AS ALL ENCLOSURES OR ANNOUNCEMENTS INCLUDED IN PACKAGE OR ATTACHED TO A PRODUCT. THIS INCLUDES GUARANTEES AND INFORMATION OR INSTRUCTIONS FOR THE PRODUCT. ALL LABELS AND PRODUCT INFORMATION ON FOOD PRODUCTS SOLD IN QUEBEC AS WELL AS MENUS AND WINE LISTS MUST BE IN FRENCH OR BILINGUAL (AS DEFINED ABOVE) BEGINNING JANUARY 1, 1976. FOR ALCOHOLIC BEVERAGES AND PRODUCTS OTHER THAN FOOD PRODUCTS, JANUARY 1, 1978 IS THE DEADLINE. THERE ARE MANY EXCEPTIONS TO THE NEED TO TRANSLATE EVERY WORD INTO FRENCH INCLUDING:

A) BRAND NAMES OF PRODUCTS.

B) COMMERCIAL NAMES OF STORES, CHAINS, ETC. WHO SPREAD BEYOND QUEBEC.

C) WORDS FOR WHICH NO FRENCH EQUIVALENT EXISTS, SUCH AS HOT DOG.

D) NAMES OF COUNTRIES OR REGIONS WHICH IDENTIFY A PRODUCT.

GAMES SUCH AS MONOPOLY AND PUBLICATIONS, RECORDS, ETC. WHICH ARE MADE IN FOREIGN LANGUAGE AS WELL AS PRODUCT MANUFACTURED OUTSIDE OF CANADA FOR WHICH THERE IS ONLY A LIMITED MARKET IN CANADA AND NO SUBSTITUTE AVAILABLE ARE APPARENTLY EXEMPT FROM ALL OF PROPOSED REGULATIONS AS ARE RAW MATERIALS

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DESTINED FOR MANUFACTURERS HERE.

4. ALTHOUGH LABELLING IS MAIN AREA OF INTEREST TO US MANUFACTURERS, QUEBECKERS - ESPECIALLY ANGLOPHONES - ARE REACTING MORE TO RULES FOR COMMERCIAL SIGNS AND SIGNS BEARING PUBLIC MESSAGES. LATTER INCLUDES SIGNS IN DEMONSTRATIONS AND PICKET LINES WHICH MUST BE IN FRENCH OR FRENCH AND ONE OTHER LANGUAGE, BUT NOT PRIVATE SIGNS

SUCH AS "STAY OFF THE GRASS" OR ETHNIC FEAST DAY  
PLACARDS.

5. THESE PROPOSED REGULATIONS WILL HAVE THE FORCE OF LAW  
WHEN PROCLAIMED ANY TIME AFTER 90 DAYS FROM TODAY  
(AUGUST 20). INTERESTED PARTIES CAN USE THE TIME TO  
OBTAIN CLARIFICATION OR EXPRESS THEIR POINTS OF VIEW.  
ACCORDING TO BILL 2, ONCE ESTABLISHED DEADLINE ARE PAST,  
INDIVIDUAL VIOLATORS CAN BE FINED 25-500 DOLLARS FOR FIRST  
OFFENSES AND CORPORATIONS 500-1000 DOLLARS.

6. COMMENT: AS FORECASTED BY MINISTRY OF INDUSTRY AND  
COMMERCE OFFICIAL IN OUR CONVERSATION REPORTED REFTL,  
MAIN THRUST OF PROPOSALS IS AIMED AT BUSINESS COMMUNITY  
IN QUEBEC PROVINCES RATHER THAN IN FOREIGN EXPORTERS.  
LABELLING PROPOSALS APPEAR IN BASIC HARMONY WITH FEDERAL  
PROPOSALS. SOME LABELS NOW IN USE WILL HAVE TO BE  
CHANGED AS THEY GIVE ENGLISH IN BOLD TYPE AND FRENCH  
IN SMALLER PRINT UNDERNEATH.

7. IN ANNOUNCING THE PROPOSED REGULATIONS, QUEBEC'S NEW  
SOLICITOR-GENRAL FERNAND LALONE - WHO REMAINS MINISTER  
RESPONSIBLE FOR LANGUAGE - STATED THAT "THE PURPOSE OF  
ALL THE MEASURES CONCERNING THE FRANCIZATION OF BUSINESSES  
IS THAT, HENCEFORTH, IT BE NECESSARY TO SPEAK FRENCH  
TO LIVE IN QUEBEC." HE ADDED THAT IT GIVES FRENCH  
PRESENCE THROUGHOUT THE PROVINCE, EQUAL PROMINANCE WITH  
ENGLISH, AND THAT ECONOMIC AND SOCIAL PRESSURE CAN NOW INSURE  
ITS PREDOMINANCE OVER ENGLISH. ENFORCEMENT OF THE LAW WILL  
DEPEND PARTLY ON PUBLIC VIGILANCE AS PRIVATE CITIZENS WILL  
BE ABLE TO BRING COMPLAINTS TO THE LANGUAGE BOARD AGAINST  
VIOLATORS. GIVEN THE EVER-INCREASING CULTURAL OR LINGUISTIC  
NATIONALISM HERE, THE COMPLAINTS WILL BE MANY IN  
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NUMBER. MANY JOURNALISTS AND PARTU QUEBECOIS SUPPORTERS ARE  
ALREADY MOUNTING AN ATTACK ON THE PROPOSED REGULATIONS  
BECAUSE THEY PERMIT - INTER ALIA - SOME  
OTHER LANGUAGE TO HAVE EQUAL BILLING WITH FRENCH. IT IS NOT  
EXPECTED THAT THE PROPOSALS WILL BE CHANGED MUCH BUT THEIR  
ISSUANCE POINTS OUT ONCE AGAIN - AS DID THE BILL 22 DEBATE  
- THE BOURASSA GOVERNMENT'S CENTER POSITION BETWEEN  
ANGLOPHONES AND FEDERALIST-ORIENTED FRANCOPHONES ON THE  
ONE HAND AND CULTURAL NATIONALISTS ON THE OTHER. GARLAND.

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